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REYNOLDS HISTORICAL
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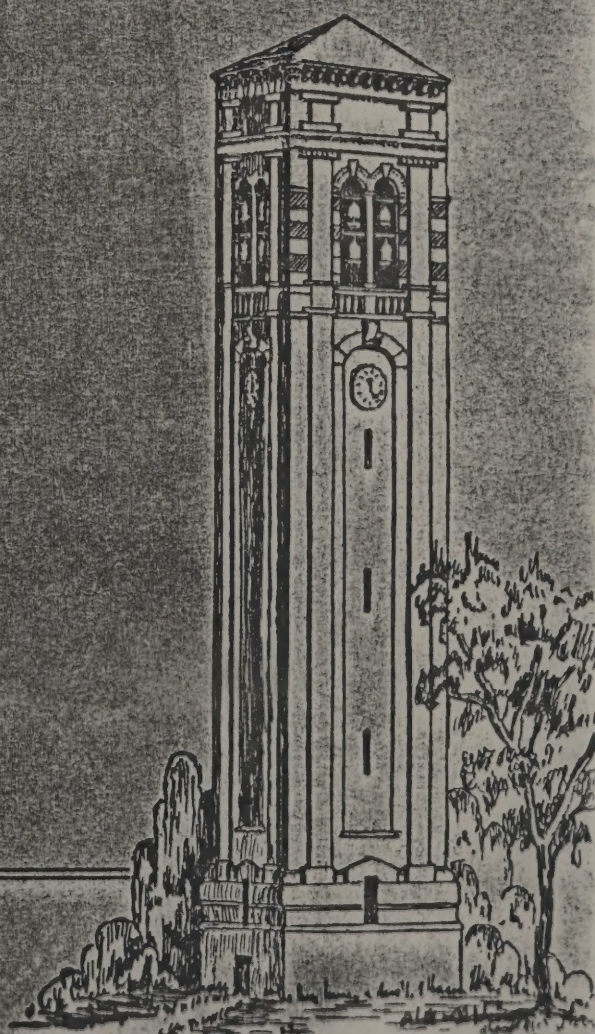
Cedar Falls

Iowa

The City Beautiful



1934

Cedar Falls

The City Beautiful

1978177

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Cedar Falls, Iowa.
The city beautiful. 1934.

1 v. (unpaged) illus. 28 cm.

87031

A pictorial souvenir.

I. Title.

Rec'd Nov 28-1977

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B7031 A pictorial souvenir.

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foreword

In compiling and publishing this souvenir, the aim has been to present "the city beautiful" both in word and picture as it is today. It has afforded genuine pleasure to portray Cedar Falls, the city whose background and traditions, whose institutions and progress, make it an ideal place in which to live. . . . . . .

HISTORICAL

A HISTORY of a town is made up of its people. The first settlers in Cedar Falls, Iowa, were the William Sturgis family. He built his cabin where woods and prairie met on the west bank of the Cedar in the spring of 1845. He chose this particular forty acres because of the power the river could furnish. Two years later he sold his land and partially completed mill-race to Overman Bros. They finished the dam and race, built a saw mill and grist mill, and later a large flour mill. In the next three or four decades there was developed here the largest power and one of the largest milling centers in Iowa.

The beautiful location, the swift flowing Cedar, curving in and out, the thick timber on its banks, the gently sloping hillsides, the protecting bluffs, made it an ideal site for a town, which was laid out in 1853, and the first school house in the county was built, and on the school hung what is claimed to be the first school bell in Iowa.

In 1854 the county was incorporated, and Cedar Falls, the largest town, was made the county seat. Waterloo, the smaller, was nearer the center of the county. The county seat fight was inevitable. A mob tried to steal the records and they were defended by every able bodied citizen around with past due hen fruit. Two years later an orderly election moved the county seat to Waterloo.

As late as 1859 Main Street was full of stumps. On March 31, 1861, the long hoped for railroad, now called the Illinois Central, reached Cedar Falls. It had been graded through the timber on the West side, but lack of funds to bridge the Cedar at Waterloo compelled them to build on the East side. Due to the breaking out of the Civil War, the road was not extended for four years.

Farmers brought grain and stock here for shipment from points over 100 miles away, many coming with oxen over the rough prairie trails. Streets were crowded, elevators and stores and banks kept open till late at night. There were over 2,000 people here then. In 1861 Cedar Falls sent the first troops to the war, and later a company, almost all of whom were business men. A member of that company was George D. Perkins, who later became distinguished as the editor of the Sioux City Journal for forty years, and for eight years a member of Congress. With the close of the war, the railroad was extended north to Austin, and west to Iowa Falls, and later to Sioux City, and Omaha. When the road was started west it was necessary to shut the water off the mill race at Cedar Falls, to put in bridge piers. The mills, then running night and day, charged the road $300 per day as damages for shutting down. It so enraged the railway officials that they moved

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HISTORICAL

the division point to Waterloo, and later built the shops there. The land had been given them here for shops. This resulted in a 92-mile division west of Dubuque.

In 1876 the Iowa State Normal School was founded in Cedar Falls. It was later changed to the Iowa State Teachers College. For forty years President Seerley made this school known all over the United States. It now has a campus of 127 acres. The value of the land and buildings is $2,-500,000. There are 150 members of the faculty, and 2,000 students, including quite a number from other states. It is the only teachers' college in Iowa. The college carries on extension work in every county in Iowa.

About twelve years ago milling largely ceased. other factories have taken its place in Cedar Falls.

The Waterbury Chemical Company, of Des Moines, recently sold for $2,000,000, was founded and built up by two Cedar Falls boys, grandsons of the founder of Cedar Falls.

The Pfeiffer Brothers, who grew to manhood and started in business here, have become multi-millionaires in New York City, in the manufacture of drugs and cosmetics.

J. F. Sartori, a Cedar Falls boy, is at the head of the largest bank in Los Angeles. A few years ago he gave a hospital to Cedar Falls, as a memorial to his parents, for many years honored citizens here.

Frank Walters was once a bootblack here, then flag boy at Rock Island crossing on Main Street. He is now executive vice-president of the C. & N. W. Railroad.

Clarence J. Morley, son of John Morley, former agent of the Illinois Central at Cedar Falls, became governor of Colorado a few years ago.

Elmer and Bert Underwood, boys in Cedar Falls in the '60's, founded the firm of Underwood and Underwood, leading photographers in the United States.

Bess Streeter Aldrich, writer, author of the "Rim of the Prairie," "A Lantern in Her Hand," "A White Bird Flying," among the best sellers, was born here, being graduated from the High School and Teachers College. The Parlor Reading Circle, Iowa's oldest literary society, has been going strong since 1876.

The following was taken from an Illustrated Supplement of the Cedar Falls Globe, dated February 1, 1894:

OUR WELCOME

The advantages are many which are proffered the stranger by this typical western town—one of many where industry, intelligence and morality are the only requisites for social position and influence. The new comer will not find our picture overdrawn. Western affability and eastern culture equally abound. We welcome to our town all those seeking the minor delights of true and happy living. Proud of our own prosperous industries we point to these as the best answer why we should seek others. In the midst of that rich expanse where corn is king and the cow queen; where wealth is so evenly and so generally distributed that the poor man as he is found in the east is a genuine curiosity; where nature has smiled on us and has given us so many of the requisites for continued growth, we extend the hand of welcome to all seeking new fields for industrial enterprises, believing that Cedar Falls will stand any test that may reasonably be applied to a western town, and will not disappoint those that make her their choice.

87031

HISTORICAL

THE HOME OF

IN WINTER

AUDITORIUM BUILDING

IOWA STATE

CEDAR FALLS

ADMINISTRATION BUILDING IN SUMMER

TEACHERS COLLEGE

THE LIBRARY BUILDING

THE Library of the Iowa State Teachers College, with its 100,000 volumes, is one of 28 structures established by the people of the State of Iowa and dedicated to the purpose of providing facilities for the important task of training young men and women to become teachers of Iowa children.

This teacher-training institution is a four-year college founded and supported for the training of teachers for all branches of work in the public schools of the state, kindergarten, primary and intermediate grades, and all high school subjects. Graduates of four-year public high schools in the state and of four-year private academies or high schools approved by the Iowa board on secondary school relations are admitted to the college courses.

THE COMMONS BUILDING

THE Commons Building, newest structure on the campus, is dedicated to the promotion of social education for the future teachers of Iowa. The completed structure represents the realization of a dream that has been harbored for many years by the Iowa State Board of Education and the administrative officials of the College.

Georgian in architectural form, the building is a laboratory which provides unusual opportunities to carry out the program of social education at the College. In this headquarters, the students find every means for social development and pleasant contacts with students, faculty, and alumni returning for special occasions.

STUDENT LOUNGE THE COMMONS

AN adequate conception of the total facilities provided by the College for the development of well-rounded personalities in the future teachers of the state can only be had by a visit to Cedar Falls. Here, classroom and campus life have been welded together into a harmonious whole. Hard work in the classroom and long hours of study in the Library are coordinated with a planned program for making delightful and cultural use of leisure time.

The Student Lounge of the Commons, pictured above, is equipped at each end with a huge fireplace surmounted by a sparkling Georgian mirror. In this room, students gather for a friendly chat, a delightful quarter-hour at the piano, or a half hour with a favorite author.

HARD AT WORK IN THE LIBRARY

ALTHOUGH the student can keep in close touch with his home town through perusal of the newspapers in the college Library, every effort is made, by the College and the people of Cedar Falls, to make his years of residence in the Lawn City most potent factors in his life development.

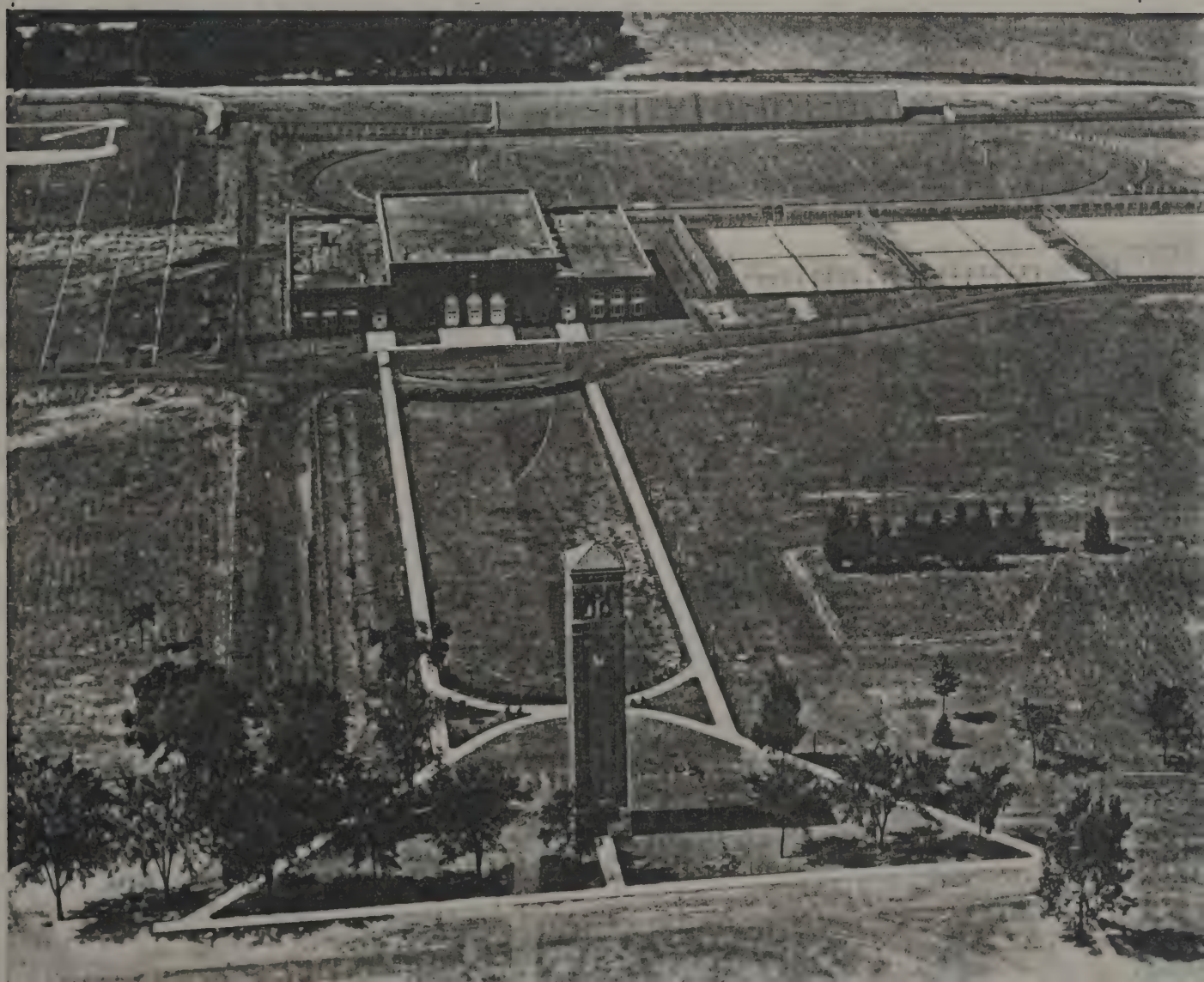
HEADQUARTERS FOR THE PARADE EVENTS

OF THE

ANNUAL STATE BAND FESTIVAL

Here, on the smooth, green-turfed playing field of the Iowa State Teachers College football stadium, the state bands march each year in the colorful night pageant. The field and stadium are shown at the top center of the illustration printed below. Augmented by bleachers provided especially for the occasion of the annual festival, the stands seat approximately 10,000 people.

In the foreground of the West Campus, pictured below, is the Campanile. Directly back of this is the Men's Gymnasium. To the right are tennis courts and the football playing field. At the left is the baseball field.



THE HIGH SCHOOL

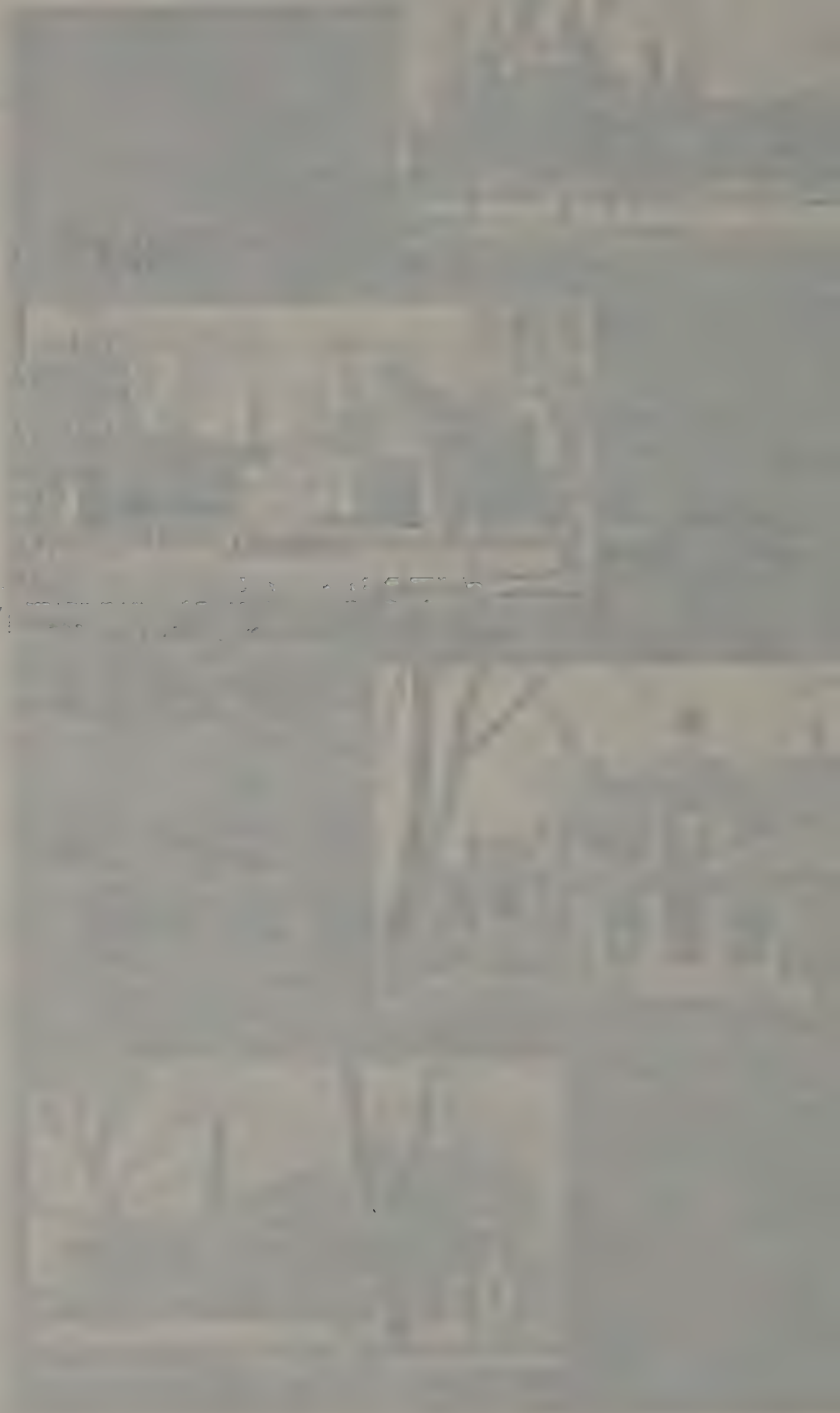
CEDAR FALLS is noted for its fine school system. Employing the 6-3-3 system every advantage is offered the student to prepare himself for the higher halls of learning.

There are at present about 1,500 students in the public schools. 1,200 of these students attend the down town grade and high schools, the balance attend at the Training School maintained at the College. In the Training School, pupils are taught by college students under direction of instructors appointed by the College.

There are five schools, four down town and the Training School at the College. A staff of forty-seven teachers, coaches, faculty members, and school nurse are employed.

The high school is fully accredited and offers a College Preparatory Course and a complete Commercial course. Supervised Instrumental and Vocal Music are also offered. The schools participate in all forms of high school athletics and forensics.

The local high schools are members of the North Central Association of Schools. The latest type of laboratory equipment is at the disposal of all students who wish to make use of it. Modern gymnasiums and competent coaches are retained to develop the students in athletic prowess.



THE GRADE SCHOOLS

Cedar Falls schools are all strategically located, making them easily accessible to all pupils within the city limits. The newer buildings are of brick construction and are as nearly fireproof as it is possible to make a school building. Supervised fire drill is conducted at regular intervals.

Set amid towering trees and beautiful lawns, Cedar Falls schools offer every advantage conducive to easy learning.

Anyone desiring to give their children a complete education will do well to look to Cedar Falls.

THE PAROCHIAL SCHOOL

St. Patrick's School has been conducted by the Sisters of Charity during these past forty years. In the early days both elementary and secondary courses were included, but after some years of effort the elementary alone was retained.

The increased enrollment necessitated the employment of an additional member on the faculty during these late years. This has been a great help in lessening the teaching burden of each Sister and also an advantage to the students who may need special aid and encouragement as well as to the entire classes.

The work of the school is carefully graded and as high standards are maintained as in any school in the state. The present enrollment is the largest in the history of the school and it would most certainly be larger were it not that the class rooms are filled to capacity. Some students have sought admission to the classes in vain in consequence of the limited space.

CEDAR FALLS CHURCHES

CEDAR FALLS CHURCHES

EVANGELICAL CAMP GROUNDS

In 1916, the Iowa Conference of the Evangelical Church purchased the site now known as Riverview Park, and under its direction this spot has been built up and beautified to a point of world-wide recognition.

The buildings consist of a tabernacle with a seating capacity of 2,200, Missionary Hall, which seats 550 people and equipped with lecture rooms, Fairfield Chapel, Administration Building, two dormitories, a dining hall, and a caretaker's cottage. There are also seventy-five privately owned cottages on the grounds.

The buildings and grounds are under the management of the Board of Control of the Iowa Conference of the Evangelical Church.

Several religious conferences and assemblies are held here, among those held annually being the Presbyterian Young Peoples Conference, the United Brethren Young People's Conference, the Interdenominational Bible Conference, and the Evangelical Assembly. Various other church organizations also gather here at different times.

Speakers of note from both Europe and America have spoken here to large, interested audiences.

High above the banks of the beautiful Cedar river lies this God-given institution, spreading wider and wider its beneficent rays, teaching to the spiritual and the wayfarer alike that purity of life and rectitude of conduct, which are essentially necessary to gain admission to the higher spiritual life.

Here is found, not only the necessary spiritual needs, but many of the physical. The Cedar offers swimming, fishing and boating. Only a short distance away lies the municipal golf course and the district abounds in picnic spots. One need never tire of a vacation spent on these grounds.

THE CEDAR FALLS BIBLE CONFERENCE

The Cedar Falls Interdenominational Bible Conference was begun in 1921, and has continued to render one of the fine services that has been afforded the thousands of people who have come to attend this great gathering for these thirteen years.

The Bible Conference is peculiar in that no registration fee is charged for attendance. All sessions of the conference are open to the public and this factor has been greatly appreciated by the response given, with several thousand people attending a single session.

The Cedar Falls Bible Conference ministers to the entire Mississippi Valley and is destined to become one of the country's dominant influences in the realm of religion and spiritual affairs. People everywhere in this great section of our country have become acquainted with the influences that reach out from this Conference.

The Bible Conference continues for a period of eight days, with three sessions daily and a Bible teacher going throughout the period, making it possible for ministers and laymen of the church to become acquainted with these men.

The Iowa State Teachers College Symphony orchestra and the Cedar Falls Concert Band have been two of the fine contributing factors in this field and each year the people look forward to the concerts given by these organizations.

In addition to the officers of the conference is a Talent Committee and a board of directors. On this board of directors there are two men and the minister from each church in Cedar Falls. Three men elected each year from the conference at large and several churches of Waterloo have the same representation as the churches of Cedar Falls.

It is the hope of the Chamber of Commerce and the churches of the city that this fine institution shall continue for many years to come and that it will ever be the help to the coming generation that it has been to the present one.

The Bible Conference, with all of its fine advantages, makes Cedar Falls one of the few cities of the state with many retired ministers and church workers, who look upon the religious advantages with pride.

WESTERN OLD PEOPLE'S HOME

In 1911, prompted by the munificent gift of $20,000.00 from Mr. G. A. Pfeiffer and Mrs. Anna Merner Pfeiffer, the building of The Western Old People's Home was started. Many friends soon rallied to the support of the Home. The General Conference of the Evangelical Association also took action at its session at Cleveland, Ohio, held in the month of October, 1911, thus making it an institution of the Church.

Eleven years later, in the month of October, 1922, at the General Conference held in Detroit, Michigan, this Home became the property of the Evangelical Church.

During the summer of 1923 a strictly modern, fire proof, well equipped addition to the Home was built. This new addition contains a fine chapel, a large kitchen, splendid dining rooms and an electric elevator.

On Christmas day, 1928, Mr. and Mrs. Henry Pfeiffer and Mr. and Mrs. G. A. Pfeiffer gave $60,000.00 to be used towards the erection of another addition. This very fine addition, costing about $100,000.00, was built during the summer of 1929, and was dedicated, by Bishop L. H. Seager, November 3, as the Barbara Pfeiffer Sunshine Ward.

This second addition is used mostly for the afflicted and such who cannot go to the dining room.

The building is modern throughout. Its architectural design is one of beauty, as well as durability and convenience. The best of material was used in the construction. Every room in the Home is neatly furnished. The rooms are steam heated and lighted with electricity.

The kitchen and laundry are provided with necessary utensils and the best approved appliances for such purposes.

SARTORI HOSPITAL

This hospital was established in 1914, when Joseph Sartori, in his will bequeathed $25,000 toward the building of such an institution. About thirteen acres of land was purchased, the payment of which was made by popular subscription. J. F. Sartori then donated $20,000 to be made in annual payments of $1,000 each. Later he paid $15,000 or the balance of his gift at one time, and the nurses' home was built.

The hospital is modernly equipped. It has 35 beds, 2 operating rooms, baby wards, and 2 solariums. A laundry and a kitchen with complete equipment are maintained. A staff of fifteen people is required to care for the sick and look after the buildings and grounds.

The nurses' home is of brick construction and contains ten rooms.

The grounds are used for gardens, orchard, and chicken park. In front of the hospital is a landscaped park. This is a genuine beauty spot.

THE CEDAR FALLS BAND

ORGANIZED over 41 years ago, the Cedar Falls band has been in continuous existence ever since. It is one of the most unique band organizations in the country from the fact that not a member receives remuneration for his services. It is incorporated under the laws of the state of Iowa as a non-profit corporation. All funds received from engagements have been placed in the treasury, and from these funds a band home has been purchased, comprising two business blocks in the business district of Cedar Falls, Iowa, valued at $30,000. The equipment is valued from $8,000 to $10,000. On the second floor of the building is one of the finest-equipped rehearsal rooms in the country, having an elevated platform that will accommodate 75 players. The club rooms are all carpeted with heavy Wilton carpet and furnished with suitable furniture.

Another outstanding fact is that it has had but three conductors in the 41 years of its existence. F. A. Fitzgerald, the organizer and former member of the famous Gilmore Band, had charge for 13 years. He was succeeded by F. L. McCreary who continued for 23 years, until his health failed. He was very successful. The band became known as the Convention Band of Iowa, attending 30 national and state conventions and five national conventions as the official band of the state of Iowa.

JAMES A. MELICHAR

Conductor

first prize in Denver, Color-
riennial Conclave of Knights
third prize at the American
at St. Paul, Minnesota.

of the National Conventions
is represented Iowa: National
, 1897, 1898, 1900; Demo-
6; Republican State Conven-
te Convention, 1908; Elks
9, 1910, 1911, 1912, 1913;
Knights Templar, 1913;
, 1915, 1916, 1919, 1920;
920; Elks State Convention,
ion Convention, 1923; Na-
ivention, 1924.

nductor is James A. Melichar,
ohan Post Band, Sioux City,
lichar has had charge of the
is won first place in 1930 at
c Festival, sponsored by The
s Field in Chicago, and for
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ssional band in the United

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ool thirty-two years ago and
to 25 years.

it is incorporated under the
has been recognized by the
s an educational institution,

the treasury department ruling that it is exempt from any amusement tax. Outside of the Chicago Symphony orchestra, it is the only organization recognized as such.

BAND CONCERTS

Every Thursday evening during the summer season (weather permitting) this celebrated band gives a free public concert, and on these nights hundreds of people come to Cedar Falls from neighboring towns to enjoy the concert with the citizens of this city.

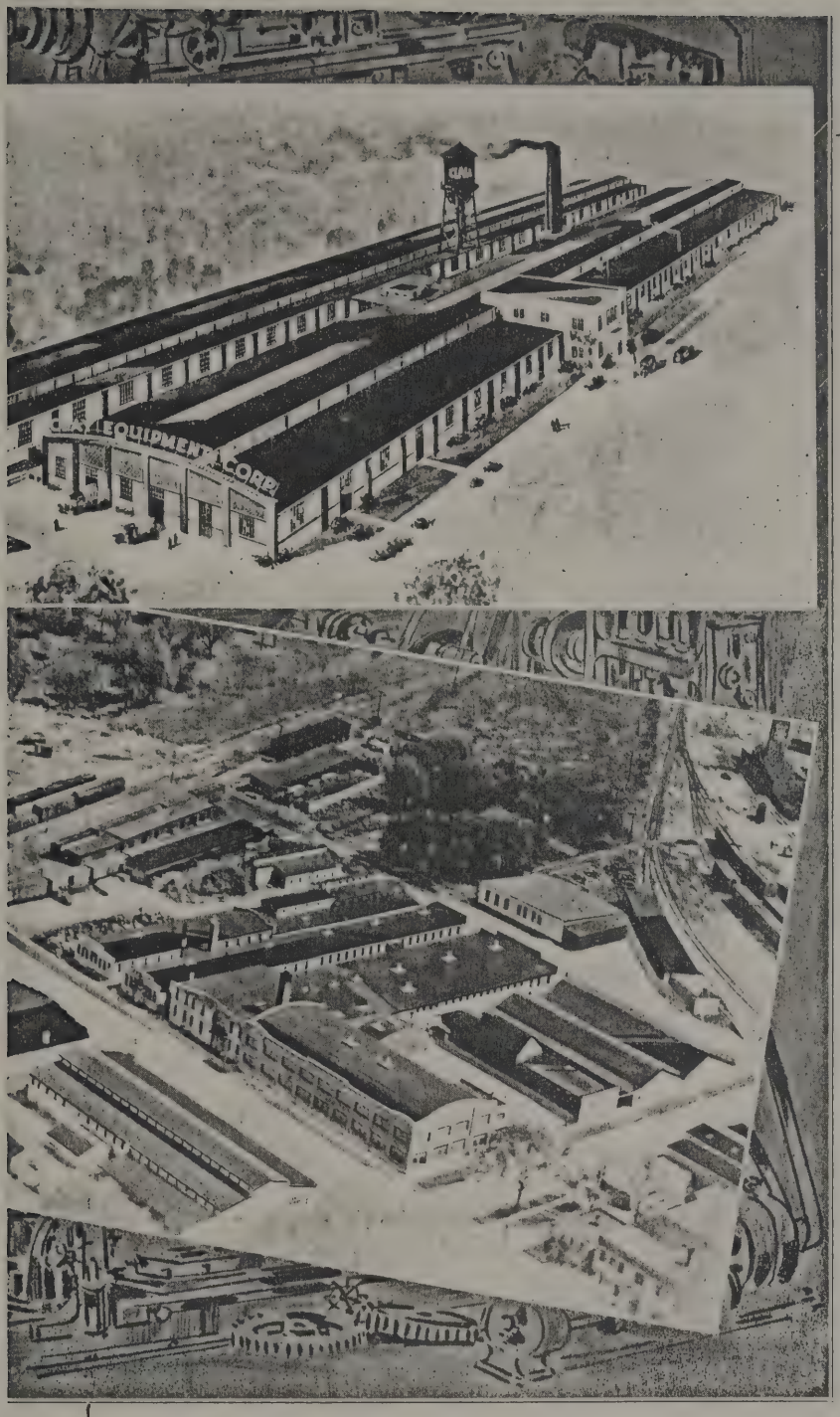
The band has always been willing to serve on any other occasions, such as local conventions, conferences, Memorial Day observance, and the like.

For a number of years the band was maintained by the subscription of business men and public spirited citizens. Today, however, a band tax is levied which is almost negligible to the individual tax-payer, but it provides a stipulated amount of money on which to run the band, without necessitating any solicitation.

Those who have played in the organization for five years receive a gold star on the left arm of their coat. The next two and one-half years they receive a bar. For ten years service two stars, and so on.

THE CONDUCTOR

Mr. Melichar was born near Prague in Bohemia. He received his early musical education in Prague, finishing with one year at the Conservatory of Prague. After finishing his studies in the conservatory he toured Russia with a concert orchestra, covering over 6,000 miles in one season. Mr. Melichar came to the United States in 1914. When our country entered the war he enlisted in the 115th Field Artillery Band. Following the war, he continued his musical studies in Chicago with eminent soloists. Later he joined Kryl's Band as clarinet soloist.



CEDAR FALLS FACTORIES

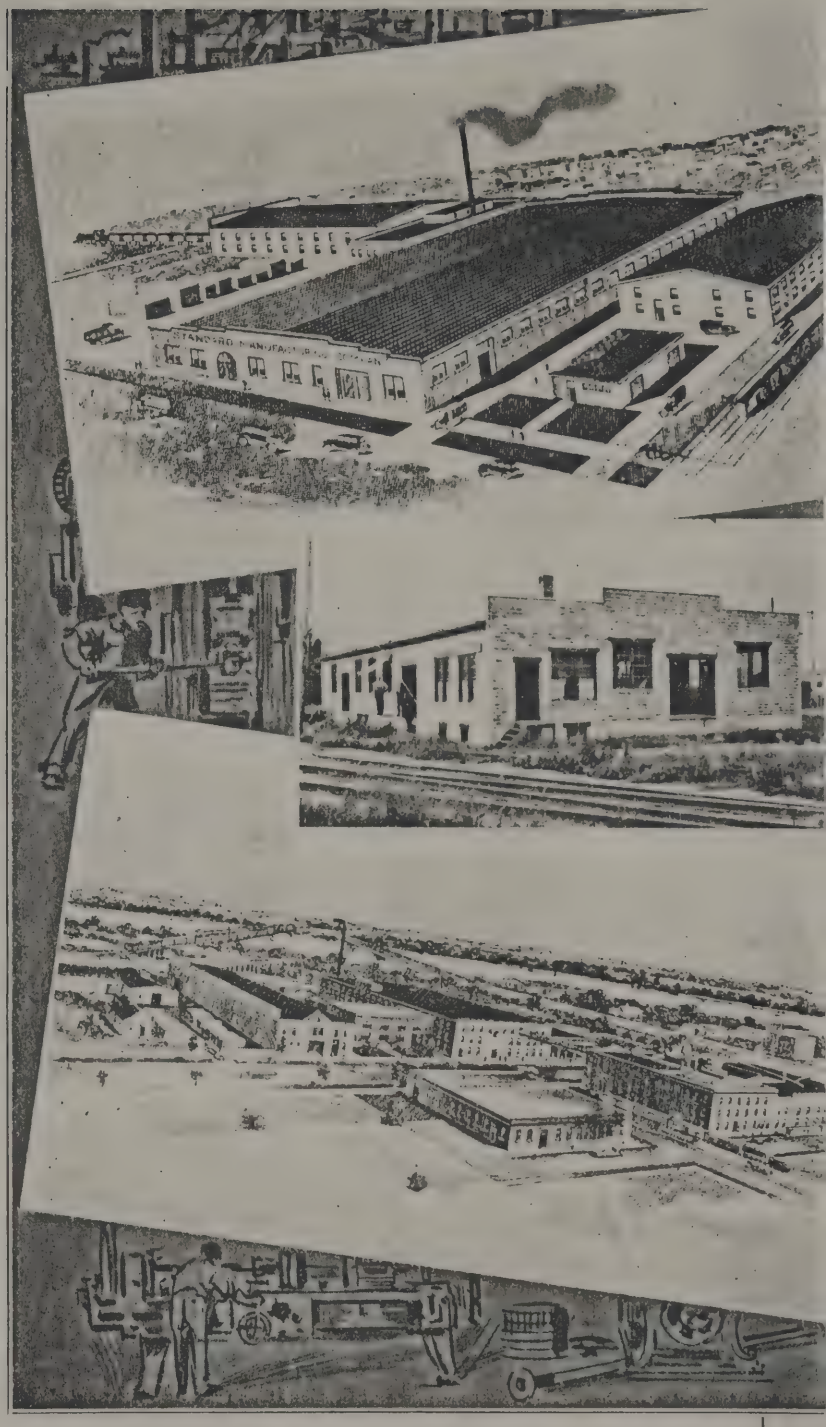
A history of Cedar Falls is a history of industry. The original pioneer who located here started a mill, and from that time on the city has been the headquarters of hundreds of industrial enterprises, several of which passed out of the picture as time and science did away with the market for their products.

INDUSTRIES in Cedar Falls thrive with an abundance of native-born labor, an absence of labor trouble, a conservative city government and municipally owned utilities, which provide water, electric and gas service at reasonable rates. Industries are further encouraged by low insurance rates and stable financial institutions with ample resources.

Among the principal products manufactured in Cedar Falls are rotary pumps, elevator equipment, builders' hardware, farm gates, barn and poultry house equipment, fencing, golf course equipment, corn cultivators, tire chains, power hoists, seed corn sorting machines, street signs and highway markers, automatic humidifiers for home and office, iron, brass and aluminum foundry products, oat hullers, automobile trunks, woolen goods, brooms, school supplies, clothes driers, concrete mixers, etc.

CEDAR FALLS FACTORIES

In 1894, the city was noted as a manufacturing center. Among the factories at that time were: a canning factory, clothing manufacturer, milling companies, paper company, novelty works, pump and house furnishings, iron and brass works, cooperage, barb wire, brick and tile, stone quarries, and many other enterprises.



THE industrial development of the Middle West is being watched with interest. Here we enjoy proximity to primary markets, abundance of raw materials close at hand, ample power, stable, intelligent labor, cheap fuel, and ideal climatic conditions.

Cedar Falls has 23 manufacturing establishments. The leading firms are: Clay Equipment Corporation, Wagner Mfg. Co., Viking Pump Co., Acme Mfg. Co., Latta School Supply Co., Standard Manufacturing Co., Peerless Machinery Co., Universal Hoist & Mfg. Co., Cedar Falls Broom Co., Falls Foundry Co., Cedar Falls Woolen Mills, Cedar Falls Canning Co., Piston Valve Oiler Co., Cedar Falls Brass Foundry, Cedar Falls Creamery Co., Holdfast Chain Co.

INDUSTRIAL

CEDAR FALLS WOOLEN MILLS

An industry of which the residents of Cedar Falls and the entire state of Iowa may well take pride, is the Woolen Mills. Established at Nashua, Iowa, in 1906, this firm, realizing the advantages of Cedar Falls, moved their equipment here about seven years ago.

Blankets, bathing suits, and general woolen goods are manufactured from strictly virgin wool. Every piece of goods turned out at this plant is pure wool.

A yearly output of 4,000 pairs of blankets, 50,000 pounds of comforter batting, in addition to numerous other woolen merchandise, is accomplished with a normal force of fifteen people. All sales are made direct to the consumer.

THE VIKING PUMP CO.

One of the leading industrial plants in Cedar Falls is the Viking Pump Company, manufacturers of Viking Rotary Pumps.

This company was organized in 1911 by a small group of local men with the view of manufacturing and marketing a rotary type of pump designed and patented by Jens Nielsen, operator of a stone quarry.

During the first year, operations were on a very humble scale, factory space and machinery being rented from another local concern. The total output numbered 22 pumps and the personnel consisted of one full time and one part time employee.

In 1912 the first building of the present plant was erected and since that time additions have been made at frequent intervals. The present plant comprises 90,000 square feet of modern factory space equipped with up to date production machinery, much of it being of special design. The total number of pumps in the field is approximately 500,000; the services for which the pumps are used includes the handling of practically all clean liquids, regardless of viscosity.

At present the Pump plant, including the company owned Iron and Brass Foundries, employ two hundred people. District offices in charge of company employees have been established in most of the larger cities and representatives here and abroad provide distribution for the product.

WAGNER MANUFACTURING CO.

The Wagner Manufacturing Co. was started February 1, 1904. A floor space of approximately 1,000 square feet at that time has been increased until today 110,000 square feet are used.

The normal employment requires the services of 190 people and an investment of $650,000, with a yearly business volume of $800,000.

Sales are made all over the United States and in foreign countries. Articles manufactured are: elevator accessories and equipment, door hangers and tracks, overhead doors, power operators, and garage equipment.

JOSEPH BANCROFT & SON—FLORISTS

This greenhouse was established about 1876 by Bishop and Bancroft in connection with a large nursery. Two small greenhouses and an office were built at the present location of the office on Twelfth St.

The greenhouse was later taken over by Joseph Bancroft and carried on by him, and his son G. H. Bancroft, until his death 20 years ago. Since then it has been conducted by George H. Bancroft under the firm name of Joseph Bancroft & Son. It was organized as a corporation, but later dissolved and the entire business is now owned and operated by George H. Bancroft.

The greenhouse plant located between 12th and 14th Sts., and Tremont and Franklin, consists of 17 greenhouses covering over 70,000 feet of ground, and with large brick and concrete boiler rooms equipped with three large boilers and stoker, and 100 foot brick stack.

The main business formerly was plants for the retail catalogue trade, and cut flowers at retail and wholesale. The catalogue trade has been gradually given up, and the entire plant is now devoted to the retail and wholesale plant and cut flower trade. Shipments are made regularly to many of the different greenhouses within a radius of 150 miles, many of these smaller greenhouses depending on this greenhouse for their fancy pot plants at the different holidays throughout the year.

Fifteen men are employed the year around, and this concern is now one of the best customers of the post office, express office, and railroads in Cedar Falls.

INDUSTRIAL

STANDARD MANUFACTURING CO.

A firm that has been established for a number of years and has given employment to a lot of men is the Standard Manufacturing Co. Among their products are gates, arches, fences, braces, posts, standard sectional docks, golf course equipment and municipal street markers.

Products of this firm may be seen in use in parks, on farms, and in cities throughout the entire country.

CLAY EQUIPMENT CO.

One of Cedar Falls' oldest manufacturing concerns. Modern barn equipment, ventilating systems, gates, and fence are made and constitute a large percent of this firm's output.

All-steel metal shelving, tables, display racks, and other general steel equipment for modern stores and business houses is fast developing into a large item of manufacture.

UNIVERSAL HOIST CO.

Specializing on a Hoist that has proven popular and serviceable wherever put into use, the Universal Hoist Co. has for years successfully manufactured this article.

A Corn Grader and Sorter is also produced which has found a ready market.

MIDWEST SMELTING CO.

The Midwest Smelting Co. is one of the new industries in Cedar Falls. All types of metal such as lead, babbitt, type metal, etc., are smelted. This company has its own laboratory, where chemical analysis is made of all its metals. It is the only smelting company of its nature in the State of Iowa. A rapid increase in sales has developed and more equipment is being added.

CEDAR FALLS PLANING MILL

The Cedar Falls Planing Mill has supplied all types of mill-work in wood for years, and is constantly busy.

AUTOMATIC HUMIDIFIER CO.

Humidifiers for homes and buildings are manufactured by the Automatic Humidifier Co.

CEDAR FALLS BROOM CO.

An old established factory is the Cedar Falls Broom Co., whose brooms have sold in many states, as well as in foreign countries.

COMMERCIAL PRINTING

Four commercial print shops supply Cedar Falls with its printing needs and in addition a vast amount of outside printing is done. They are the Record Press, Holst Printing Co., Woolverton Printing Co., and the Comet Printing Co.

CEDAR FALLS CANNING CO.

For forty-three years the Cedar Falls Canning Co. has been putting up high grade sweet corn, its plant being located on the Illinois Central tracks.

HOLDFAST CHAIN CO.

The Holdfast Chain Co., while only established in Cedar Falls for a few years, is doing an increasing business in the manufacture of tire chains, etc.

CHAIN STORE HEADQUARTERS

Another institution in Cedar Falls, while not of an industrial nature, which gives employment to many people is the Diamond Bros. group of food stores, whose headquarters are in this city where they maintain a mammoth warehouse and offices. This firm, which started from a small store room a few years back, today operates a chain of over thirty stores throughout Iowa.

There are many other small industrial plants, some of which show promise of future growth. While several of these are only one and two-men shops today, so were some of the other large industries in Cedar Falls not so many years ago.

With the low power rates, accessibility to railroads, and the co-operation on the part of the local Chamber of Commerce, any manufacturer will do well to consider Cedar Falls when building a manufacturing establishment.

PUBLISHERS

STREET SCENES

A CEDAR FALLS RESIDENCE

CEDAR FALLS has been known by different phrases but "The Lawn City" is one of the oldest and fits the best when the residence section is considered. Beautiful lawns are preponderant, on which will be found beautiful homes. An exceptional pride is taken by the citizens in their homes, 90 percent of which are occupied by the owners.

ACREAGES—In addition to its lovely homes, Cedar Falls has several small acreages located on its outer limits which are devoted to truck gardening, dairying, poultry raising, berry culture, etc. These tracts vary in size from that of a city block to 10 or 12 acres.

ONE OF CEDAR FALLS' TWO MODERN HOTELS

COMMERCIAL

CHAMBER OF COMMERCE

Here is an organization of 300 members, maintained especially for the accommodation and service of the outsider who is stopping temporarily within the city or who is seeking information concerning Cedar Falls as a place of residence or as a place in which to engage in business. Club rooms are maintained in the business section in charge of a fulltime secretary. Make this your headquarters for information and assistance while in Cedar Falls.

Cedar Falls has one of the very few "alive" Chambers of Commerce in the state. That this group of men have only the interests of their city at heart is evidenced in some of the projects which were sponsored years ago and are still existant. The Cedar Falls Band was originally sponsored by the Chamebr, later the Experimental Tract, the fine parks, and last but not least, what has become an annual affair, the Iowa State Band Festival. You are always welcome at the Cedar Falls Chamber of Commerce club rooms.

IDEALLY LOCATED

Cedar Falls, located on the beautiful Cedar river, is in Black Hawk county, one of the most prosperous counties in Iowa. It is served by four railroads: The Illinois Central, Chicago, Rock Island & Pacific, the Great Western, and the Waterloo, Cedar Falls & Northern, with direct connections through the Waterloo, Cedar Falls & Northern with the Chicago, Milwaukee, St. Paul & Pacific, and the Chicago and Northwestern railways.

Cedar Falls is on two transcontinental highways: No. 20 and No. 218, and has direct connections with other paved highways of the state. The farm to market roads in Cedar Falls and vicinity are well maintained.

OPPORTUNITIES FOR RETAILERS

The 1930 federal census gives Cedar Falls a population of 7,362, exclusive of 2,500 students of Iowa State Teachers College in session eleven months of the year. This brings the population to approximately 10,000. There is no illiteracy here and approximately 90 percent of the residents own their homes, which helps to make the retail situation here an ideal one.

Cedar Falls merchants are progressive. A glance at the majority of the stores will show they are well acquainted with modern methods of merchandising. Visitors to Cedar Falls often remark about the neat, business-like appearance of stores here. They carry complete stocks of the highest grades of merchandise and are constantly alert to anticipate the needs of their customers.

IN A NUTSHELL

1978177

Population	7,362
Industrial employes	750
Industrial payroll	$725,000
Postal Receipts	$77,297.91
Bank Resources	$3,297,753.83
Railroad lines	4
Bus lines	3
Churches	14
State school	1
Public School Buildings	4
Parochial schools	1
Industries	25

Cedar Falls has a daily newspaper, The Daily Record, with full leased wire telegraph report, giving the day's news from all parts of the world. Here also are operated four printing plants. The Dannevirke, a national religious paper of the Danish Lutherans, is published here.

Muncipal Improvements: Cedar Falls has more municipal improvement and more modern homes than any other city in Iowa in proportion to population, according to statistics covering civic standing among cities in the state.

There are more than 25 miles of pavement and 50 miles of cement walks in the city.

There are more telephones per capita here than in any other city in Iowa, according to the telephone company's records.

EXPERIMENTAL TRACT

SOME ten years ago the Chamber of Commerce undertook what has developed into a real major project—an experimental tract for the growth and study of alfalfa. At that time there was some land north of the city on which soil it was not possible to raise the best of crops. Ten acres of this was subdivided into plots for experimental purposes on various kinds of alfalfa and sweet clover. Some plots were limed while others were not. Some were treated with common fertilizer—but all were sowed and the results carefully checked. Specialists from the State College of Agriculture were called upon and their advice received.

Today, as a result of this experimenting, over 2900 acres of land in that vicinity have been limed and alfalfa grown thereon. The dark spots on the accompanying chart indicate where liming has been done. The Chamber of Commerce has gone further by making possible the use of lime at a minimum cost to the farmers in purchase price as well as in transportation charges..

Alfalfa growing has more than paid its way to the farmers who have harvested it. In even the driest of seasons the price received for the alfalfa raised per acre has netted a profit to the grower.

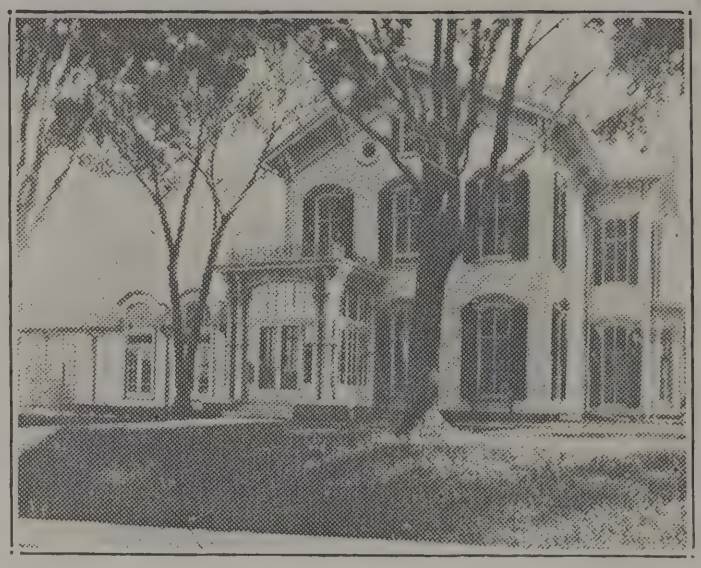
Below is a typical Chamber of Commerce gathering for a picnic at the time of cutting the alfalfa.

CIVIC GROUPS

The Cedar Falls Womans Club was organized in 1914 and admitted to the Iowa State Federation in 1915 and the General Federation in 1916.

In 1928 it became a corporation and through the benevolence of Mr. and Mrs. Henry Pfeiffer and Mr. and Mrs. G. A. Pfeiffer together with the public spirited citizens of Cedar Falls, friends of the Womans Club, a Womans Club House was built at a cost of $30,000 and dedicated to Mrs. Emma Merner Pfeiffer on September 29, 1929.

This institution is democratic of nature and contributes liberally to civics and philanthropy in our city. The membership is well over three hundred and their year's work is taken care of in seven separate departments and the Junior Auxiliary has been a recent addition.



WOMAN'S CLUB HOUSE

HEADQUARTERS COMPANY, 133RD INFANTRY, NATIONAL GUARD OF THE U. S. AND OF THE STATE OF IOWA

Cedar Falls is fortunate in being the home station of Hdqtrs. Co., 133rd Inf. Very few people who are not versed in the military organization understand the functions of a headquarters unit or why it is an advantage to a community to be the home station for such a unit.

A headquarters company is included in the organization of a battalion, regiment, and brigade to furnish the personnel, animals, and equipment necessary to enable the commanding officer and his staff to function efficiently.

The company is made up of groups as follows: Company Headquarters, Intelligence platoon, Communications platoon, and Pioneer platoon.

The Company headquarters provides for the administration, supply, and interior economy of the company.

The personnel of the intelligence platoon are trained in scouting and patrolling, establishment and operation of observation posts, map reading, sketching, and the collection, recording, analysis, evaluation, preparation, and distribution of military intelligence.

The Communications platoon consists of a platoon headquarters, message center, wire section, and radio and visual section. The message center is the agency which insures the transmission by the most appropriate means of all outgoing dispatches and the prompt delivery of all incoming dispatches. The mission of the wire section is to install, maintain and operate the agencies of wire communication for the regiment. The radio and visual section installs, operates and maintains all means of radio and visual communication.

The Pioneer platoon is trained in rough carpentry, rigging, camouflage, construction and concealment of temporary shelters, building temporary bridges, construction of trenches and trench accessories, demolitions, and maintenance of roads.

The personnel of the company consists of sixty-three enlisted men and two officers, Capt. J. A. Myers and 2nd Lieut. A. T. Wolff.

A National Guard unit is an asset to any community in that it offers an opportunity for training to those interested, brings money into the community through pay, rent and allowances, and tends to have a stabilizing effect in that it may be quickly mobilized in the event of internal disorder or disaster.

CIVIC GROUPS

CEDAR FALLS, "The City of Homes," is doing its level-best to see that its boys and girls are brought into contact with organizations whose responsibility is to produce Christian character.

The Area Branch of the Y. M. C. A. maintains headquarters within the city, from which radiate this Character Building work into eleven surrounding communities. The Y. M. C. A. program is so arranged that it takes the boy of 9 years of age and furnishes leadership for him until he is out of high school. A total of 355 boys and young men are affiliated with the "Y" in this city.

A boy of nine years of age, desiring to become a member of one of the "Y" groups, joins the Friendly Indian Club organized in his school or church. This program takes all the things that would interest boys of this age in Indian Lore and tries to develop him in four ways: Mental, Spiritual, Educational, and Service. There are five Friendly Indian Clubs active in the city with a membership of 83.

When a boy becomes 11½ years old he may belong to the "Y" Pioneer Group nearest his home. Their purpose is: "To follow the trail blazed by the Great Pioneer, in a life of service and in growth of wisdom and in stature and in favor with God and Man." Fifty-six boys in four Pioneer clubs hold membership within the city.

A boy upon reaching High School has the opportunity of being a member of the Hi-Y Club, whose purpose is: "To create, maintain, and extend throughout the school and community, High Standards of Christian Character." In the two local high schools, 121 boys were members of the Hi-Y Clubs during the past school year.

Five miles north of Cedar Falls, on the Cedar River, the Y. M. C. A. maintains a boys camp of 125 acres and $15,000 equipment where some 250 to 300 boys camp for 10 day periods each summer. The "Y" is also sponsor of the Annual City-wide Easter Egg Hunt for the smaller kiddies of the city; bicycle races, hobby shows, weekly Sunday School Basketball League, and other worthwhile activities.

The Cedar Falls Gun Club, Inc., was founded in the spring of 1926. At that time the club was located on the Cheney farm northeast of Cedar Falls. In 1928 the club moved to a location near the Park Inn north of the city. Since that time the club has grown rapidly and enjoyed some of its best years.

The club is now situated on its permanent grounds on Highway 218 five miles north of Cedar Falls. It has a paid-up membership of over eighty, a good many members being from nearby towns.

The club's present home is without a doubt the finest shooting grounds in Iowa. There are four permanent traps, each with a fine traphouse, and with concrete runways for regular and handicap shooting. The skyline against which the birds are thrown is perfect, and auto-angle traps insure excellent birds. The grounds comprise twenty acres, affording ample room for spectators to watch the trap and skeet-shooting. For the past six years, the club has thrown more than fifty thousand targets per year, 1931 being the banner year in which over 80,000 targets were thrown.

This year the club is honored by being able to hold the state shoot on its ground. This is the biggest sporting event of the year, and the cream of mid-western marksmen will be present.

Starting on a "shoestring" in 1926, the club has progressed in eight years into the "snappiest" gun club in the state, and is willing to challenge comparison as the livest club in Cedar Falls.

Everyone interested in more information about this club should address Earl Eiler, Secretary.

SCOUTING IN CEDAR FALLS

Cedar Falls has an active Scout organization. The local council is a member of the Wapsipinicon Area which comprises eight Counties in Northeastern Iowa. During the past six years Scouting has gone ahead under the leadership of competent leaders of the four troops, sponsored by the following institutions: the Interdenominational Church, the Presbyterian Church, the Catholic Church, and the American Legion. Agreeable meeting places are provided by these institutions and every effort is made to give the boy all the advantages offered by the Scout program. The Scouts have also been provided with a beautiful log cabin and spacious grounds in one of the city parks for outings and nature study. The community is back of the Scout movement with heart and soul and appreciates the training which the movement provides.

Practically all fraternal orders, such as Woodmen, Oddfellows, Knights of Pythias, Masons, etc., are represented in Cedar Falls. There are also Danish fraternal and insurance organizations which enjoy good memberships.

There are several active literary and social clubs.

Patriotic bodies are represented by the W. R. C., S. O. U. V., S. O. U. V. Auxiliary, American Legion, American Legion Auxiliary, and others. These groups do a great deal of community work in addition to preserving the traditions for which they were organized.

Both a Rotary and a Lions Club are existant, and both have splendid memberships. They meet regularly and carry out their respective civic programs in a capable manner.

RECREATIONAL

MORE than two generations ago Cedar Falls became widely known because of its beautiful and well kept lawns and since that time has been known near and far as the "Lawn City." Its people have always appreciated the advantages of its natural beauty and the present large and adequate park system is the natural development of the inherent desire to utilize the many beautiful wooded areas surrounding the community.

The Park System itself comprises approximately 250 acres of park area and it is generally conceded that Cedar Falls has more improved park acreage than any city of its size in the United States, having approximately one acre of park for every 30 people of its population.

There are ten different parks in the city, ranging in extent from one to one hundred and four acres and included in their development are facilities for almost every form of recreation. A description of the several parks and their facilities will be of interest:

ISLAND PARK—

Island Park is the largest, comprising nearly 104 acres and is situated on the north bank of the Cedar River and on Highway No. 218. The most important feature of Island Park probably is the modern up-to-date Bath House and Bathing Beach. The Bath House facilities include individual steel lockers, showers, clean sanitary dressing rooms, suits and towels. A large natural sandy beach with an extensive bathing area providing any depth of water desired, together with ample towers, platforms, slides and such equipment makes the Municipal Beach the ideal place for swimming. Efficient, thoroughly trained Life Guards protect the bathers at all times when the beach is open.

Four well kept lighted tennis courts are available in Island Park and provide the best of facilities for tennis players.

More than 100 picnic tables, together with a large number of brick fire places provide an ideal place for picnic parties, large or small.

A number of Horse Shoe Courts lighted for night play are also available in Island Park.

Of much interest to the public in general and children in particular are the animals, consisting of deer, several native wild animals and several monkeys providing much amusement by their antics.

Adjacent to Island Park is the modern Tourist Park with cabins, a large community shelter house, electric lights, city water, hot and cold showers and twenty-four hour police protection. Situated near the river dam in a setting of beautiful woods, this camp is one of the most enjoyable.

At the north end of Island Park is located the Boy Scout Reserve, set aside for the exclusive use of the Boy Scouts. A very fine log cabin has been constructed with a wonderful stone fireplace and makes this a splendid spot for the overnight camp, ideally situated on the banks of Snag Creek.

RECREATIONAL

WASHINGTON PARK—

Washington Park was obtained through the generosity of Henry and Annie Pfeiffer, former residents of Cedar Falls. It consists of about seventy-five acres and includes Mullens Pond, a beautiful spring fed lake This park is located on the Cedar river on the easterly side of the city.

Washington Park is devoted largely to athletic facilities and of major importance is the very sporty nine-hole golf course. This golf course is up-to-date in every respect, kept in fine condition with beautiful creeping bent greens. The Club House is located on the bank of the Cedar river with an outlook over the golf course. The Club House is provided with lockers, showers, a large room for social activities and provides its members with complete country club facilities. The Club House is in a beautiful setting and is one of the particularly enjoyable features of Cedar Falls' parks.

The athletic fields include an excellent ball diamond which is lighted for the playing of the popular game of "soft ball." A finely lighted

football field takes care of the needs of the local High School. Ample seating capacity is provided for the large crowds that attend the games during the summer and fall. A well kept clay double tennis court is available as a part of the athletic facilities.

A number of pretty picnic areas are located in Washington Park equipped with tables and fireplaces for the convenience of the picnickers.

SPRINGS PARK—

Springs Park is also a part of the gift of Mr. and Mrs. Pfeiffer and is located in the southeast part of the city, comprising what is known as the City Springs which supplied the city water for many years. Through this park flows "Dry Run," a wonderful spring fed stream that has never been dry and due to the continual supply of spring water, it never freezes even in coldest winter. This park is the perfect setting for picnic parties. "Dry Run" with its shallow depths and cooling water makes a fine wading place for children On the south side is located the magnificent fish pool a wonderful structure of native granite rock and with a constant fountain of sparkling spring water. On the north side of the stream is a large open shelter house with an artistic stone cooking fire-

RECREATIONAL

place. Ample tables for large picnics, as well as for smaller parties, are provided across the stream. Drinking fountains supplied by the natural springs are particularly enjoyable. Hot summer days draw large numbers of people to Springs Park.

COLLEGE PARK—

College Park is located in the southern part of the city near the Iowa State Teachers College. It occupies an entire city block and contains one of the finest selections of native trees to be found anywhere. More than twenty different kinds of native trees are to be found in this park. Restful seats and ample shade make it very popular.

OVERMAN PARK—

Overman Park is the first park obtained by Cedar Falls and was donated by the Overman family, pioneer residents of Cedar Falls. It also occupies an entire city block and is the setting for many of the very fine concerts by the famous Cedar Falls band. It is located near the down town district.

HOLLYWOOD PARK—

Situated in the western part of the city, largely undeveloped as yet, but contemplated to provide play ground and park facilities for the neighborhood in which it is located.

HEMMINGWAY PARK—

Hemmingway Park was donated by H. C. Hemmingway, a pioneer resident, particularly for a public playground and is now incorporated as a part of the park system. It is located in the center of the residential district.

RIVERSIDE PARK—

Riverside Park is the newest addition to the park system of Cedar Falls and is located on the south bank of the Cedar river directly across from the Municipal Beach. A stone wall and foot path have been constructed along the river's edge and contemplated improvements include the planting of trees and shrubbery, sodding of the lawn, together with restful seats to provide a cool shady place with a beautiful outlook on the broad Cedar river.

GAME REFUGE—

A natural game refuge may be found north of Washington Park and left completely as nature has made it. Uncleared and untrimmed, it provides a natural haven for birds and other wild life, a perfect setting for developing and harboring our natural wild life friends.

The Park System of Cedar Falls has been carefully planned to provide for practically every form of outdoor recreation and to take care of

not only its own citizens, but thousands of visitors each year. Cedar Falls is the Mecca for all of the surrounding territory throughout the entire season and because of its adequate and complete park system, the Lawn City of two generations ago is now known as the "City of Beautiful Parks."

MUNICIPAL

THE usual form of city government is employed in Cedar Falls, the administrative body consisting of a mayor and six councilmen. The city is made up of four wards, each ward having a representative on the council and two councilmen are elected at large. Other officials are the Superintendent of Utilities, City Clerk and City Attorney.

A modern Fire Department is composed of regular duty firemen assisted by volunteers. Two trucks, one a hook and ladder, and the other a pumper, besides hose and other fire fighting apparatus constitute the equipment used.

A chief of police and four policemen see that law and order prevail. It may be said that Cedar Falls is an unusually clean city insofar as crime and immorality are concerned.

A force of five men and upwards is regularly employed to look after the maintenance of streets. A motor driven sweeper, a sprinkler, a flusher, and 2 end dump trucks are among the equipment of this department. This makes possible the keeping of the city's streets in a perfect state of cleanliness.

PUBLIC UTILITIES

Citizens of Cedar Falls take a just pride in the municipally owned public utilities. Frank Pierce, Secretary of the Iowa League of Municipalities, said, "Cedar Falls ranks among the very first cities of the state for its public utilities and the state of its finances."

Very few municipalities in the entire nation are privileged in having as low rates for electricity —both power and lighting—as are given in Cedar Falls. The consumption of "juice" has doubled on the average of every six years since the local plant was established until the present time when over 4,600,000 K.W.H.s are used yearly.

In addition to serving everything within the corporate limits, two farmers' lines are furnished with light and power and negotiations are under way to service another town.

In 1931, all consumers received a month's use of electricity free of charge and in 1932 two months' of gas, electric and water bill was remitted to the users. The funds in all three departments show a nice balance with a splendid reserve for use in emergency.

The municipal water plant was established in 1889 and today represents a valuation of $400,000.00. Water is pumped from wells drilled deep in limestone and examinations have always shown Cedar Falls city water to be exceptionally pure. There are over thirty-three miles of cast iron pipe laid for the distribution system. A storage tank 135 feet in heighth and capable of holding 105,000 gallons acts as a reservoir. Three motor driven pumps and one steam driven pump are used in supplying the vast amount of water used in Cedar Falls.

There is no municipal gas plant but all gas used is purchased in wholesale lots by the city from manufacturers. An investment of $125,000 represents the value of the mains and other gas equipment owned by the municipality. Gas distribution was taken over by the city in 1928.

The electric plant is very modern and the latest type of the best equipment is operated to produce the power and light currents necessary to service so large an enterprise as this. Construction of the plant was started in 1913 and in 1914 the plant was in operation. $600,000.00 would not replace the present plant and its equipment. Two 400 H.P. water tube boilers with automatic stokers, one 360 H.P. boiler, one 500 K.W. steam turbine, one 1500 K.W. steam turbine, one 750 H.P. oil engine, and one 1250 H.P. oil engine are among the major items of equipment at the plant. A new service maintenance truck with all accessories for handling the work was recently purchased.

Light and power rates are very nominal. In lighting the first 20 K.W.H. are listed at six cents; from 20 to 220, the rate is 4 cents; and from 220 upwards, the cost is 3 cents. Power rates are as low as 2¼ cents per K.W.H.

A force of 25 people, and more in emergencies, is required to care for the maintenance and operation of the city's utilities.

Cedar Falls has three cemeteries—Greenwood, St. Bernard, and Fairview. Greenwood is maintained by the city while the other two are privately owned.

finis

TO the men and women who have assisted in making this book possible we extend our most hearty thanks. Pride in one's town is natural; being a booster is necessary. That Cedar Falls citizens are proud of their town is evidenced in the fine articles in this book. In gathering material we have received a wholehearted co-operation which proves that we have many boosters within our gates.

Carl Johnson,
H. E. Polderboer,
Publishers

WOOLVERTON PRINTING CO., *Printers*

Cedar Falls Business and Professional Men

"Proud of Their Town"

...g and Berg
The Rexall Drug Store

...dar Lumber Co.
Cement—Coal—Lime—Paint

...ghes Dry Goods Co.
Dry Goods and Ready-to-Wear

...amond Bros.
Groceries and Meats

...agner Mfg. Co.
Building Hardware

...eisbard Planing Mill
General Woodwork

...tze
Cleaners—Dyers—Launderers

...rwins
Men's Clothing & Furnishings

...ve Workman
Barber Shop

...orge's Cafe
Meals and Short Orders

...tchen's Grocery
Fancy Groceries & Meats

...hnson-Christensen Co.
Hardware

...arch & Corning
Hardware

...mpire Dairy
Dairy Products

...anks
Cedar Falls Trust & Savings Bank
Union Bank & Trust Co.

...wa Theatres Co.
M. R. Blair, Pres.

...chrens Buick Garage
Buick and Pontiac

...tton's Thrift Food Store
Fancy Groceries and Meats

...& P Store
Fancy Groceries and Meats

...xter Clothing Co.
Men's Clothing and Furnishings

...nsen's Market
Fancy Groceries and Meats

...he Chocolate Shop
Candy and Ice Cream

...andard Manufacturing Co.
Farm Equipment and Fencing Manufacturers

...iking Pump Co.
Pump Manufacturers

...itizens Barber Shop
Harry Workman, Prop.

...arroll's Smoke Shop
Billiards and Smokers' Supplies

...usy Bee Cafe
Meals and Short Orders

...ay Equipment Co.
Fence Manufacturers

...rown's Tire Shop
Tires and Tire Repairing

...O. Bailey
Real Estate and Insurance

...iller-Morgensen
Real Estate and Insurance

...oods Bakery, C. F. Harmening, Prop.
Pop and Ice Cream

...ugg's Fruit Market
Fresh Fruits and Vegetables

...ulthauf & Zuber
Tires and Accessories

...lack Hawk Coffee Shop
R. E. Blake, Prop.

...arber's Grocery
Fruits, Vegetables and Groceries

...lack Hawk Hotel
H. J. Christoffersen, Owner & Mgr.

...axi & Rent-A-Car Service
Garfield Nielsen, Prop.—Phone 644

...utterfly Permanent Wave Shop
J. P. Peterson—Basement 211 Main

...cme Cafe
Lamb Bros., Props.

...atter's Drug Co.
D. J. Watters, Mgr.

...onnell Coal Co.
Coal and Ice

...olly's Cafe
Meals and Short Orders

Tay Barber Shop
Warren Tay, Prop.

Townsend and Merrill
Lumber, Coal, Building Material

Brown and Son
Furniture and Undertaking

Oxford Hotel
European Plan—Modern

Bruhn's Market
Fancy Meats

Laura M. Casey Beauty Shoppe
109 Main—Phone 22

Weisbard Bros.
Ford Sales and Service

Bancroft's Garage
Dodge & Plymouth Sales & Service

Dr. L. C. Holman, Optometrist
Eyes Examined—Glasses Fitted

Noble-Kingman
Willard Batteries

Cedar Falls Electric & Hdw. Co.
Elec. Appliances & Fixtures, Household Equip.

Fagan Electric Co.
Frigidaire

The Pfeiffer Co.
Drugs and Jewelry

Boysen Shoe Co.
Shoes and Hosiery

Miller Shoe Co.
Footwear for the Whole Family

Snider Grocery
Fancy Groceries and Meats

R. E. Porter
Sporting Goods

Swift's
Barber and Beauty Shop

A. Pete Nielsen
General Auto Repairing

Midwest Smelting & Refining Co.
Mfgs. Soft Lead, Type Metal, Babbitt

Gamble Store Agency
Vern Earwicker, Owner

Cedar Falls Monument Co.
L. C. Bundy, Prop.

Regent Cafe
A Good Place to Eat

Fox Shoe Co.
Shoes for the Entire Family

Jellingers
Cleaners

Ashley Consolidated
5c to $1.00

Empire Ice Cream Co.
Creamy Ice Cream

C & M Super Service
Service that Satisfies

Lawn City Bakery
"It's the Material We Use"

Johnson Ice Co.
Ice and Refrigerators—Phone 1011

John Mortensen
Shoe Repairing

Haurum Bros.
General Auto Repairing

Bartles-Shepherd Oil Co.
Northland Oils and Gas

Leslie and Paul Santee
Real Estate

Hutchinsons
Ice Cream

Clark's Transfer and Storage
Long Distance Hauling

Jespersen, 107 W. 1st St.
"Everything Electrical for the Automobile"

Harry N. Israel
Men's Clothing and Furnishings

Olson Studios
Photos That Please

A. H. Refshauge
Real Estate and Farm Lands

Falls Electric and Supply Co.
Everything Electrical

Olympia Candy Co.
Candy and Good Ice Cream

Rich's Rite-Way Grocery
Fruits, Groceries, Meats

Hieber Drug Co.
323 Main St.

Jensen & Snoderly
General Auto Repairing

L. M. Smith
Plumbing and Heating

Mether & Rasmussen
Chevrolet Sales & Service

Holst Printing Co.
Printing and Office Supplies

Waits & Baxter Lumber Co.
Coal and Building Materials

H. J. Shutts
Good Coal—Prompt Service

Cedar Falls Hatchery
Quality Baby Chicks

Dr. Wm. J. Roth
Chiropractor

Personal Loan Co.
Prompt Service

Daily Record
"In Most Homes in Its Territory"

Joseph Bancroft and Son
Florists

Cedar Falls Medical Society
Dr. Geo. A. Bairnson, 311½ Main
Dr. S. W. Barnett, 303½ Main
Dr. W. A. Boice, 301½ Main
Dr. F. R. Cutler, 114 W. 4th
Dr. C. C. Grant, Union Bank & Trust Bldg.
Dr. G. E. Hearst, 2212½ College
Dr. F. N. Mead, Health Dir. I. S. T. C.
Dr. R. F. Nielsen, 323½ Main
Dr. E. J. Thierman, 401½ Main

Johnson Coal Co.
2103 Main—Phone 553

Cedar Falls Woolen Mills
General Woolen Products

The Automatic Canteen Co.
Candy Vender, Waterloo, Iowa

Clare's Lunch

J. H. Byers
Equitable Life Insurance of Iowa

Lillian's Beauty Shoppe
222½ Main, Expert Beauty Work, Phone 66

Geo. S. Mornin

Eugene Smith, 308 Main
Life—Accident—Health—Annuities

Majestic Shoe Repair Shop
Nels Christensen, Prop.

Edw. Refshauge

Dr. V. M. Gregg, Plate Specialist
Sure-Bite Tray Co.—622 Clay

Cedar Falls Dentists
Dr. C. W. Ahrens, 2221½ College
Dr. V. M. Gregg, 622 Clay
Dr. E. D. Jack, Union Bank & Trust Bldg.
Dr. A. B. Jensen, C. F. Trust & Sav. Bk. Bl
Dr. Jas. Jensen, C. F. Trust & Sav. Bk. Bl
Dr. C. J. Mentzer, 401½ Main
Dr. A. E. Meswarb, 323½ Main
X-Ray and Gas
Drs. Parish and Parish, 226½ Main
Dr. G. B. Waterman, 401½ Main
Dr. W. D. Wiler, 2212½ College

Attorneys At Law
S. C. Jacobsen, 319½ Main
D. B. Johnson, 307½ Main
Martin & Reeve, 226½ Main
Merner & Merner, C. F. Trust & Sav. Bk. B
Newman & Newman, Union Bank & Trust
C. M. Parker, C. F. Trust & Sav. Bk. Bldg
A. K. Woodley, 305½ Main

The Dayton Co.
Wholesale Auto Parts & Accessories

Cedar Valley Building & Loan Ass'n
Finances the Building of Homes

Dr. T. C. Stephenson
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